

## THE CLAIMS:

1. A method of enabling redemption of a first coupon, the first coupon being printed on surface and including machine-readable coded data that can be sensed by a sensing device configured to generate interaction data based on the sensed coded data, the method comprising the steps, 5 performed in a computer system, of:
  - receiving the interaction data representing interaction of the sensing device with the coded data, the interaction data enabling the first coupon to be identified in the computer system;
  - transmitting information identifying the first coupon to a coupon administrator that is configured to redeem the first coupon on the basis of the information.
- 10 2. The method of claim 1, further including the steps, performed in the computer system, of:
  - receiving, from the coupon administrator, redemption information indicating redemption of the first coupon; and
  - transmitting an electronic message to a telecommunication address, the message indicating the redemption.
- 15 3. The method of claim 2, wherein the first coupon is disposed on a product label and includes human-readable information relating to the first coupon.
4. The method of claim 3, wherein the coded data relates to at least an identity of the label, the interaction data including at least the identity of the label.
5. The method of claim 4, wherein at least some of the coded data includes a label identifier.
- 20 6. The method of claim 5, wherein the label identifier is a unique product item identifier.
7. The method of claim 6, wherein the unique product item identifier is an electronic product code.
- 25 8. The method of claim 7, wherein the interaction data is also indicative of a position of the sensing device relative to the label, the position having been determined by the sensing device using at least some of the sensed coded data.
9. The method of claim 7, wherein the machine-readable coded data is substantially invisible to a human.
10. The method of claim 1, wherein the interaction data includes further information in the form of a digital representation of writing or drawing on the first coupon by a user using the sensing 30 device, the method including the step, performed in the computer system, of transmitting the further information to the coupon administrator.

11. The method of claim 1, wherein the interaction data identifies a position of the sensing device relative to the first coupon, the method including the step, performed in computer system, of using the position as part of the step of identifying the first coupon.
12. The method of claim 11, further including the step of receiving movement data in the computer system, said movement data representing movement of the sensing device relative to the first coupon and having been generated by the sensing device using at least some of the coded data.
13. The method of claim 1, wherein the surface includes at least one human-readable question, the interaction data being indicative of an answer provided to the at least one question by the user interacting with the first coupon using the sensing device, the method including the step of identifying the first coupon at least partially in reliance on the answer.
14. The method of claim 1, wherein a product item identifier is transmitted to the coupon administrator with the information.
15. The method of claim 2, further comprising the step of causing printing of a further coupon based on the first coupon, the further coupon being redeemable for goods or a service.
16. The method of claim 15, wherein the further coupon comprises a coupon number.
17. The method of claim 16, further comprising the step of transmitting, from the computer system to the coupon administrator, retailer details, a competition ID, a competition alias ID and the coupon number for verification and authentication.
18. A system for enabling redemption of a first coupon, the first coupon being printed on a surface and including machine-readable coded data that can be sensed by a sensing device configured to generate interaction data based on the sensed coded data, the system including a computer system programmed and configured to:
  - receive the interaction data representing interaction of the sensing device with the coded data, the interaction data enabling the first coupon to be identified in the computer system;
  - transmit information identifying the first coupon to a coupon administrator that is configured to redeem the first coupon on the basis of the information.
19. The system of claim 18, wherein the interaction data identifies at least an identity of the first coupon.
20. The system of claim 19, wherein the interaction data identifies a position of the sensing device relative to the first coupon, the position having been generated by the sensing device using at least some of the sensed coded data.

21. The system of claim 18, wherein the first coupon includes human-readable information related to the first coupon.

22. The system of claim 21, wherein the coded data relates to an identity of the label, the interaction data being indicative of the identity.

5 23. The method of claim 2, wherein at least some of the coded data includes a label identifier.

24. The method of claim 23, wherein the label identifier is a unique product item identifier.

25. The method of claim 24, wherein the unique product item identifier is an electronic product code.

26. The system of claim 23, further comprising a printer for printing a further coupon indicative 10 of an outcome of the first coupon redemption.

27. The system of claim 26, wherein the further coupon is a netpage coupon.

28. A product label including human-readable information and machine-readable coded data, the product label being configured for use with the method claim 1 or the system of claim 18.

29. A method according to claim 1, for enabling entry to a competition via machine-readable 15 coded data on an entry form on a printed label of a product, the method including the steps of:

receiving, in a computer system, interaction data from a sensing device, the interaction data representing interaction of the sensing device with the coded data on the entry form, the interaction data allowing the competition entry to be electronically captured in the computer system; and

transmitting the competition entry to a competition administrator.

20 30. A method according to claim 1, using a product label for enabling entry to a competition, the product label comprising:

machine-readable coded data indicative of at least an identity of the label, said machine-readable coded data being readable by a sensing device as the sensing device is moved across the product label, thereby to produce interaction data for enabling the competition entry;

25 human-readable information pertaining to the competition, the human-readable information being at least partially coincident with the machine-readable coded data, the human-readable information including at least one field element that has a corresponding zone defined in relation to it in a page description stored in a remote computer system..

31. A method according to claim 1, for enabling anonymous entry to a competition via a printed 30 competition entry form that includes machine-readable coded data, the method including the steps, performed in a computer system, of:

receiving interaction data representing interaction of a sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system;

assigning a competition alias ID to the competition entry; and

5 transmitting the competition entry to a competition administrator with the competition alias ID, thereby enabling the anonymous entry to the competition.

32. A method according to claim 1, for enabling anonymous entry to a competition, the competition being entered by interaction of a sensing device with a product label to generate interaction data indicative of at least an intention to enter the competition, the method including the 10 steps, performed in a computer system, of:

identifying a first telecommunication address of the entrant from: an identity of the sensing device received or determined in the computer system; or the interaction data;

associating a temporary telecommunication address with the first telecommunication address;

15 sending the temporary telecommunication address and interaction data to a competition administrator;

receiving, from the competition administrator, information from the competition administrator addressed to said temporary telecommunication address; and

20 forwarding the information from the competition administrator to the first telecommunication address.

33. A method according to claim 1, for: enabling an entrant to enter a competition; and limiting subsequent communication between a competition administrator and the entrant; via a sensing device interacting with machine-readable coded data on a printed competition entry form, the method comprising the steps, performed in a computer system, of:

25 (a) receiving interaction data representing the interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system;

(b) transmitting the competition entry to the competition administrator; and

30 (c) enabling transmission of up to a predetermined number of electronic messages from the competition administrator to the entrant.

34. A method according to claim 1, for limiting communication between an application and a user, via a sensing device interacting with machine-readable coded data printed on a surface, the method comprising the steps, performed in a computer system, of:

- (a) receiving interaction data representing the interaction of the sensing device with the coded data, the interaction data enabling identification of the application;
- (b) transmitting information based on at least some of the interaction data to the application; and
- (c) enabling transmission of up to a predetermined number of electronic messages from the application to the user.

10 35. A method according to claim 1, for enabling anonymous electronic redemption of a coupon printed as part of a product label, the product label including machine-readable coded data, the method including the steps, performed in a computer system, of:

receiving interaction data representing interaction of a sensing device with the coded data, the interaction data enabling electronic capture of: coupon data of the coupon; and a product identifier associated with the product label;

15 assigning a competition alias ID to the coupon data; and

transmitting the coupon data, the product identifier and the competition alias ID to a coupon administrator configured to redeem the coupon electronically.

36. A method according to claim 1, for enabling anonymous and electronic redemption a plurality of coupons, wherein each the plurality of coupons is disposed on a product label and includes coded data that can be used to determine a unique product identifier of the product label with which it is associated, the method including the steps of:

20 using a sensing device, and for each of the plurality of coupons:

(a) generating interaction data by sensing at least some of the coded data of the coupon, the interaction data representing interaction of the sensing device with the coded data; and

(b) forwarding the interaction data to a computer system, for enabling the coupon offer and the product identifier associated with the product label to be captured electronically in the computer system, thereby enabling the computer system to transmit the coupon offer and the product identifier to a coupon administrator; and

25 30 receiving coupon redemption information from the coupon administrator after a predetermined combination of coupon offers relating to a plurality of the product identifiers and or coupon offers has been transmitted to the coupon administrator.

37. A method according to claim 1, for enabling entry to a competition using a printed competition entry form including coded data readable by a sensing device as the sensing device is used to interact with the entry form, the method including the steps, performed in a computer system, of:

5 receiving, from the sensing device: interaction data representing interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system; and a sensing device ID of the sensing device;

10 allocating a temporary registration to the sensing device ID or to a user of the sensing device, the registration including a return electronic address associated with the sensing device ID or the user;

transmitting the competition entry to a competition administrator; and

verifying competition entry via the return electronic address.

38. A method according to claim 1, for validating entry to a competition via interaction of a sensing device with a printed competition entry form comprising coded data indicative of a unique product identifier, the method comprising the steps, performed in the computer system, of:

receiving, from the sensing device, the product identifier and interaction data representing interaction of the sensing device with the coded data, the interaction data including at least the unique product identifier and enabling a competition entry to be electronically captured in the computer system; and

20 transmitting the product identifier and the competition entry to a competition administrator for validation of the competition entry at the competition administrator by verification of the product identifier.